

P-13: “Hey Kids” Youth Camp

Venue: Community

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organization: Adams County Health Department

Abstract: For the past three years the Adams County Health Department (ACHD) has participated in “Hey Kids” summer day camp sponsored by the Othello Community Mobilization Board (CMB). The camp is designed to serve low-income and migrant worker families and runs for 8 to 10 weeks during the summer. Approximately 90% of camp participants are Hispanic. The CMB enlists community organizations to host days of the camp, promotes the event and provides the locations and transportation for the camp. The ACHD recruits volunteers from their local TATU program and youth action group to conduct 3 days of tobacco education presentations at the camp. In 2001, 21 adults and 7 youth tobacco group helpers did presentation for 149 children. This camp has provide ACHD the opportunity to work with an underserved population and has fostered partnerships with other local agencies.

Recommendations: When working with children who do not speak English well, try to have a translator and handouts both in English and their language so you can effectively communicate.

Use existing organizations or events that are serving the population you want to reach and take advantages of any programs that are already set up.

Don’t measure success by the quantity of kids, be flexible and have fun.

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